



2024 AMBASSADOR PROGRAM

USA TRIATHLON FOUNDATION





INTRODUCTION

We invite you to apply to join a nationwide community of Foundation Ambassadors who are committed to both fundraising and advocacy for USA Triathlon, the sport, and our multisport communities. The USA Triathlon Foundation Ambassador Team was founded in 2018 and is made up of athletes across the country of all skill and experience levels. By creating and cultivating a culture of philanthropy, we aim to enhance opportunities for ambassadors to connect with each other, network, and give back to the sport they love – unlocking benefits and prizes as you raise funds throughout the year toward our Ambassador Program goal.



REQUIREMENTS

1. **Must be an active USA Triathlon annual member.**
2. **Must adhere to the USA Triathlon rules and regulations and represent the Foundation in a positive manner.**
3. **Be active and share the mission of the Foundation Ambassador team in your community** by attending local races as a USA Triathlon Foundation Ambassador.
4. **Assist the Foundation/USA Triathlon with promoting/sharing its annual campaigns,** including, but not limited to:
 - National Triathlon Week
 - USA Triathlon Foundation's year-end giving campaign
 - Other Foundation fundraising campaigns throughout the year
5. **Commitment to sharing what they've done throughout the year,** including photos, videos, and info about their efforts in their local communities, as this will allow the Foundation to share across its channels and with any donors and partners who are involved to show them their dollars are making an impact.
6. **\$250 Membership Gift** to receive a USA Triathlon Foundation Ambassador Kit, USA Triathlon Foundation Ambassador t-shirt, bag tag, stickers and fundraising materials and collateral.
 - *If you were a 2023 ambassador and do not want a new triathlon kit, you can choose a cycling kit or have credit towards the Foundation store.*
7. **Commitment to Fundraising.** Ambassadors must commit to fundraising \$1,000 in a calendar year to support the USAT Foundation.



2024 TEAM GOALS

☆☆ **100 ACTIVE AMBASSADORS** ☆☆

☆☆ **FUNDRAISE \$100,000** ☆☆



APPLICATION PROCESS

October–November

- 2024 Ambassador Team applications open

December

- Notification of ambassador selection

January

- 2024 team kickoff call
- Public announcement of Ambassadors team
- Ambassador Gear ordering and fundraising page setup



ENGAGEMENT OPPORTUNITIES

- Monthly Ambassador town halls with guest speakers
- Monthly Ambassador newsletters (via email)
- Ambassador happy hour at 2024 Endurance Exchange – kick off for the year
- Happy hours at Multisport National Championships Festival and USA Triathlon Nationals
- Opportunity to staff the Foundation expo booth at USAT owned events
- Ambassador Team shared drive: hub for all resources for Ambassadors to be successful
- Ambassador Spotlights on the USAT Foundation social channels



ADDITIONAL DETAILS

- Ambassador contact list will be shared with all ambassadors so they can connect with each other
- Ambassador meet-ups at local/regional races
- Ambassador Referral Program
 - Each ambassador who brings in another ambassador will earn an additional \$100 credit per ambassador to their ambassador page at end of year
- Ambassador Facebook page
- Ambassador Spotlights: monthly feature of an ambassador on USAT Foundation social channels
- USA Triathlon Foundation resources and fundraising materials
 - Ambassadors will be equipped with materials they can use to fundraise and advocate on behalf of the foundation (ex: Ambassador toolkit (logos, fundraising/Foundation collateral, best practices, stewardship packets)



BENEFITS CHART/ PERKS

\$250 Membership Gift	<ul style="list-style-type: none"> o USAT Foundation Ambassador race kit- triathlon or cycling kit o USAT Foundation Ambassador t-shirt o Sticker o Bag tag o Unlock access to USAT Foundation Ambassador Team Store o Invitation to Ambassador happy hours at USAT-owned events
\$500	<ul style="list-style-type: none"> o Two (2) challenge coins o USAT Foundation Ambassador hat o USAT Foundation pin
\$1,000	<ul style="list-style-type: none"> o One (1) ticket to USAT Foundation Gala at USAT Nationals o USAT Foundation polo o Access for one (1) to VIP tent at Multisport Festival + USAT Nationals o Exclusive USA Triathlon bronze medal
\$2,500	<ul style="list-style-type: none"> o Two (2) tickets to USAT Foundation Gala at USAT Nationals o Rudy Project sunglasses OR helmet o Access for (2) to VIP tent at Multisport Festival + USAT Nationals o Exclusive USA Triathlon silver medal
\$5,000	<ul style="list-style-type: none"> o Inclusion and write-up in USA Triathlon Magazine o 50% discount on entry to Fantasy Camp 2025 o Exclusive USA Triathlon gold medal
The top ambassadors who raise the most money will get ONE of these opportunities: *Minimum is \$10,000*	<ul style="list-style-type: none"> o Complimentary spot to Challenge Roth 2025 o Complimentary KONA VIP Access 2025 o Training experience with USA Triathlon Project Podium Team o Complimentary table for 10 at USAT Foundation Gala <p><i>*Dependent upon availability*</i></p>



Additional benefits for ALL Ambassadors include a 20% discount on Hall of Fame gala tickets and all USAT partner discounts



CLICK HERE TO APPLY

QUESTIONS?

EMAIL LINDSAY.WELKER@USATRIATHLON.ORG